

ABSTRACT OF THE DISCLOSURE

The invention features a method for adapting an advertisement (ad) for a user to be in compliance with applicable jurisdictional requirements requires the user to input product description data and transaction terms. The ad
5 disclosures and layout guidelines that are necessary for compliance are then displayed as text and guidance for a compliant ad. After review by the user, the compliant ad can then be accepted, edited, or saved and color coded for future use or modification.